

What Is Claimed Is:

1. A process for preparing a transfer suitable for transfer printing to an article, comprising:

- 5 a) selecting a substrate which is substantially devoid of fusible polymers;
- b) selecting an ink containing a fusible polymer, said ink suitable for application in an ink-jet printer;
- 10 c) printing said ink onto said substrate from said ink-jet printer to obtain a heat transferable transfer.

2. The process of claim 1, wherein said substrate comprises plain copy paper.

15 3. The process of claim 1, wherein said ink-jet printer is a color ink-jet printer.

4. A process of claim 1 wherein said ink comprises a pigmented polyvinyl plastisol ink.

20 5. The process of claim 1 wherein said fusible polymer comprises a thermoplastic polymer.

6. The process of claim 1 wherein said fusible polymer comprises a thermosettable polymer.

7. The process of claim 1 wherein said substrate is coated with a release coating.

25 8. The process of claim 7 wherein said release coating comprises a coating containing a release

agent selected from the group consisting of wax, silicone resin, and mixtures thereof.

9. A process for transfer printing of a computer-readable design to an article, comprising:

- 5 a) providing a computer-readable file corresponding to said design;
- b) inputting said computer-readable file to an ink-jet printer, said ink-jet printer containing ink containing a fusible polymer;
- 10 c) printing said design by said ink-jet printer onto a substrate substantially free of fusible polymers to form a transfer;
- d) positioning said transfer on said article; and
- 15 e) applying sufficient heat and pressure to cause said design to be transferred from said transfer to said article.

10. The process of claim 9 wherein said article containing said transferred design has a hand and feel in areas of said article surrounding said transfer which are the same as the hand and feel of said article prior to applying said transfer.

11. A process of claim 9 wherein said ink comprises a pigmented polyvinyl plastisol ink.

25 12. The process of claim 9 wherein said fusible polymer comprises a thermoplastic polymer.

13. The process of claim 9 wherein said fusible polymer comprises a thermosettable polymer.

15. The process of claim 9 wherein said release coating comprises a coating containing a release agent selected from the group consisting of wax, silicone resin, and mixtures thereof.